

The Attractiveness of Brand Ambassadors in Increasing Purchase Intention among Instagram Followers @skintificid

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ABSTRAKSI

Abstrak:

Persaingan dalam industri kecantikan di Indonesia semakin ketat seiring dengan perkembangan tren kecantikan dan tingginya minat masyarakat terhadap produk kecantikan. Perusahaan dituntut untuk menerapkan strategi pemasaran yang tepat guna meningkatkan penjualan, salah satunya melalui penggunaan *brand ambassador*. Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik brand ambassador terhadap minat beli produk di kalangan pengikut Instagram @skintificid. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 100 responden yang dipilih menggunakan teknik non-probability sampling. Teknik analisis data yang digunakan adalah analisis regresi sederhana, uji hipotesis t, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa daya tarik brand ambassador berpengaruh signifikan terhadap minat beli produk di kalangan pengikut Instagram @skintificid sebesar 23,8%. Sisanya, yaitu 76,2%, dipengaruhi oleh faktor lain di luar penelitian ini. Hasil ini menunjukkan bahwa semakin tinggi daya tarik brand ambassador, semakin besar minat beli konsumen. Hal ini sejalan dengan asumsi dasar teori sumber daya tarik yang menyatakan bahwa daya tarik dapat memengaruhi perilaku seseorang secara positif dalam melakukan pembelian.

Abstract:

Competition in the beauty industry in Indonesia is increasingly competitive. This is in line with the development of beauty trends and the high public interest in beauty products. Companies are required to implement appropriate marketing strategies to increase sales, one of which is through the use of brand ambassadors. This research aims to determine the influence of brand ambassador attractiveness on product purchase intention among @skintificid Instagram followers. This research uses a quantitative approach with survey methods. Data collection was carried out by distributing questionnaires to 100 respondents who had been selected using *non-probability sampling techniques*. The data analysis techniques used are simple regression analysis, t hypothesis test, and coefficient of determination. The results of this research show that the attractiveness of brand ambassadors has a significant effect on product purchase interest among @skintificid Instagram followers by 23.8%. The remaining 76.2% was influenced by other factors outside this research. These results show that the higher the attractiveness of the brand ambassador, the greater the purchase intention. In line with the basic assumption of the source of attractiveness theory that attractiveness can positively influence a person's behavior in making purchases.

Keywords:
Brand Ambassadors
Social Media
Marketing Communication

I. Introduction

Industrial competition in Indonesia is getting tighter, especially in the care and beauty sector. This is in line with the increasing beauty trends occurring in Indonesia (Qanaah, et al., 2023). The

development of this trend is followed by high public interest in beauty products. Based on the results of the Kompas survey (2023), care and beauty products dominate sales in E-commerce, contributing 49% of total FMCG product sales worth IDR 57.6 trillion. This percentage requires the beauty industry to design effective marketing strategies to increase sales and maintain competitiveness in a competitive market.

In implementing marketing strategies, advertising has an important role as a marketing communication tool (Fahrada, 2020). Because advertising has its own appeal to consumers. To increase this appeal, the marketing strategy that many companies implement is through the use of brand ambassadors. For companies, the use of brand ambassadors aims to influence and invite consumers to use the products offered (Firmansyah, 2020). Brand ambassadors act as spokespersons who are responsible for conveying advertising messages with the aim of influencing consumers to make purchases (Fasha, et al., 2022).

The choice of brand ambassador by the company must be adjusted to consumer needs, usually the brand ambassador chosen is a celebrity (Ahmad R. 7 Azizah N., 2021). One aspect that must be considered is the attractiveness of the brand ambassador. This is because someone who has attractiveness is considered to reflect more positively on the brand and products offered (Risdiana, 2014). According to Patzer in Putri (2023), the use of attractive endorsers tends to increase consumers' attraction to products. Attractiveness does not only include physical, but also non-physical attractiveness that can influence consumer perceptions. The Source of Attractiveness theory proposed by McGuire has the assumption that attractiveness positively influences other people's attitudes to generate transaction interest (Hadiwinoto, et al., 2021).

According to McGuire in Putri (2023), to measure the non-physical attractiveness of brand ambassadors, there are 3 indicators used, namely Similarity, this aspect refers to the similarities between the brand ambassador and consumers. Familiarity (known), this aspect refers to the level of fame of a brand ambassador, whether the public easily recognizes or recognizes the brand ambassador. Likability (likability), this aspect refers to the level of consumer emotional interest in the brand ambassador, the extent to which consumers like and feel positive towards the brand ambassador so that it can influence consumer buying interest.

Skintific is a beauty brand that has adopted a marketing strategy that involves the use of brand ambassadors. For the first time, Skintific collaborated with a male brand ambassador, namely Nicholas Saputra, to present Skintific's 5x Ceramide Series product range. This concept is quite different from previous promotions which mostly involved female beauty influencers and brand ambassadors. This can be seen in the content shared via Instagram Skintific social media.

Instagram is one of the social media that is experiencing significant growth in Indonesia. According to the We are social media 2023 report, Indonesia reached 104.8 million Instagram users as of October 2023. This makes Instagram a potential medium for reaching consumers. The Skintific brand has the username @skintificid and has 835 thousand followers as of April 2024. The audience's enthusiasm for Skintific's latest advertisement is reflected through engagement on Skintific's Instagram media by getting 6.3k likes, 297 comments and 725 viewers.

On the other hand, statistical data from Markethac.id (2023) shows an increase in sales of Skintific facial moisturizer products before (as of October) and after (as of December) the launch of advertising with brand ambassador Nicholas Saputra. Sales increased from IDR 15.5 million to IDR 58.3 million or 405,033 product units from 123,243 product units. The comparison of sales figures is interesting to research, whether the increase in sales was influenced by the attractiveness of Nicholas Saputra as a brand ambassador in attracting buying interest or because of other factors. This is based on previous research by Qanaah, et al (2023) which shows that there is a strong correlation between the use of the Twice brand ambassador and interest in purchasing Scarlet Whitening products.

Purchase intention is an effort to form and instill thoughts related to the product in consumers in order to create a desire to own the product (Sari, 2020). According to Ferdinand (2002) there are

four indicators to measure consumer interest in making purchases, including transaction interest, namely behavior that describes the level of consumer interest in carrying out purchasing actions. Referral interest, which refers to the level of consumer interest in providing product-related information to other people. Preference interest, which refers to consumer behavior whether they have a primary preference for the product compared to competing products. Exploratory interest, which refers to consumer behavior that seeks further information about the product, as well as looking for data that can support the positive characteristics of the product. In this case, the use of *brand ambassadors* to convey messages is considered capable of attracting the attention of a wide audience (Ishak, in Farida et al, 2022).

Based on the problems above, this research aims to find out whether there is an influence of the attractiveness of brand ambassador Nicholas Saputra on the interest in buying products among Instagram followers @skintificid. The hypothesis in this research is

H0: The attractiveness of the brand ambassador (X) does not have a significant effect on purchase intention (Y) for Skintific products among Instagram followers @skintificid.

H1: The attractiveness of the brand ambassador (X) has a significant effect on purchase intention (Y) for Skintific products among Instagram followers @skintificid.

II. Research Methods

This research uses a quantitative approach with survey methods. This type of quantitative research explains a phenomenon with numerical data and is analyzed using certain statistics (Silsilahi, 2019). The population in this study were Instagram followers @skintificid, totaling 835 thousand followers as of April 2024. Sampling was carried out using a purposive sampling technique, namely a sampling method where each member of the population does not have the same opportunity to be selected as a sample and sample selection is based on predetermined criteria. determined by the researcher. So a sample of 100 respondents was obtained with the sample criteria following Instagram @skintificid, knowing and seeing Skintific advertisements with brand ambassador Nicholas Saputra, and being at least 13 years old.

Primary data collection was carried out by distributing questionnaires via Google Forms . The tool used to measure questionnaire answer categories is a Likert scale with four response categories, namely strongly agree, agree, disagree and strongly disagree. Meanwhile, secondary data was obtained through relevant literature. The data analysis techniques used in this research include classic assumption tests, namely the normality test and linearity test, simple regression analysis, and hypothesis testing, namely the T test and coefficient of determination. Data analysis was carried out using the IBM SPSS 25 program.

III. Data Analysis and Result

A. Respondent Characteristics

The data obtained in this research through distributing questionnaires to 100 respondents, will then be processed using the IBM SPSS 25 program. In this section, the results of the findings obtained include the characteristics of respondents, classical assumption tests of normality and linearity, simple regression analysis, T hypothesis testing and coefficient of determination.

Analysis of respondent characteristics provides an understanding of the demographic profile and background of respondents which can influence respondent behavior in assessing research objects. The following is a description of the characteristics of the respondents who participated in this research.

Table 1. Data on Respondent Characteristics

Characteristics	Information	Percentage
Gender	Woman	81%

	Man	19%
	Total	100%
Age	13-25 years old	79%
	26-44 years old	21%
	Total	100%
Work	Student	63%
	Work	35%
	Doesn't work	2%
	Total	100%
Skincare Budget	< IDR 500,000	62%
	> IDR 500,000	38%
	Total	100%

Source: 2024 data processing results

Based on the characteristics obtained in this research, it can be seen that of the 100 respondents, 81% were female and 19% were male. This shows that the majority of @skintificid followers who have seen the Skintific X Nicholas Saputra advertisement are mostly women. This data is in line with Dwiatmaja (2021) who states that beauty product users are dominated by women. This is because based on the ZAP Beauty Index survey (2024), 63.4% of women in Indonesia feel beautiful if they have a smooth and glowing face and well-dressed. Regarding age characteristics, 79% of respondents were aged 13-25 years (adolescents) and 21% were aged 26-44 years (adults). Based on this data, it can be seen that teenage respondents are predominantly interested in Skintific products. This is because beauty care has become a need for various age groups from an early age. As many as 43.3% of Indonesian women started using beauty products before the age of 19 (ZAP Index, 2020).

Regarding job characteristics, of the 100 respondents, 63% were students, 35% were employees, and 2% were not yet working. This is in line with data from the majority of respondents aged 13-25 years, who are students and students. Where under 25 years of age are susceptible to skin problems such as acne. Based on the ZAP Beauty survey (2021), 54.8% of Gen Z are looking for skincare products to disguise acne scars and 41.7% are looking for skincare products with anti-aging benefits. Furthermore, regarding the characteristics of the skincare expenditure budget, 62% of respondents budgeted their skincare needs <Rp. 500,000 and 38% of respondents budgeted their skincare needs >Rp. 500,000. Skintific products have an average price range of IDR 242,000 with the cheapest package price being IDR 25,300 and the most expensive package being IDR 507,000 (Blibli.com, 2024). If the two are linked, then the respondent's budget is sufficient if used to purchase Skintific products because the prices offered are quite varied.

B. Attractiveness of Brand Ambassadors

A brand ambassador is someone who has a passion for a brand and can influence consumers to buy and use products (Firmansyah, 2020). Attractiveness includes everything related to the social value that the brand ambassador has both physically and non-physically (familiarity, similarity, likability) which is able to attract or attract other people.

Table 2. Respondents' responses to the attractiveness variable

ITEMS	STS (1)	T.S. (2)	S(3)	SS (4)	Total
X1 Familiarity	1	0	32	67	100
X2 Familiarity	1	6	46	47	100
X3 Similarity	7	23	47	23	100
X4 Similarity	2	7	63	28	100
X5 Likability	1	3	55	41	100

X6 Likability	1	3	58	38	100
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Source: 2024 data processing results

Familiarity indicator refers to the level of popularity of a brand ambassador, whether the public easily recognizes or recognizes the brand ambassador. In question items X1 (getting to know Nicholas Saputra as a public figure) and The dominant positive response was given by respondents, both men/women, teenagers/adults, students/workers. This shows that Nicholas Saputra fulfills the familiarity aspect to increase audience appeal. In line with Rossiter and Percy in Noorfajarsari (2023) who state that a good brand ambassador is someone who is famous.

Similarity indicator refers to the similarities between brand ambassadors and consumers. Similarity in this study was measured using items X3 (similar interests and lifestyle with Nicholas Saputra) and X4 (Nicholas Saputra has similar characteristics with the Skintific audience). Between these two items, item X3 received more disagreeing responses from respondents with 23 'disagree' answers and 7 'strongly disagree' answers. As many as 30 respondents stated that they had no aspects in common with Nicholas Saputra. If related to the age characteristics of the respondents, 27 of the 30 respondents were in the age range of 13-25 years (teenagers). Meanwhile, respondents aged 26-44 years tended to agree. This data shows that respondents in the adult age range are more interested in Nicholas Saputra than teenage respondents. This is in line with Nicholas Saputra, who was a famous actor in the 2000s or among adults. In line with Sanjaya (2022) who states that to increase the attractiveness of brand ambassadors, they must have a level of similarity *with* the consumer's personality.

Likability indicator refers to the extent to which consumers like and feel positive towards *the brand* ambassador. In question items X5 (Like Nicholas Saputra in advertising Skintific) and X6 (Nicholas Saputra has good interactions with the audience) the majority of respondents gave agree and strongly agree answers to these two items. Each item received 3 disagree answers and 1 strongly disagree answer. This shows that the majority of respondents think that Nicholas Saputra fulfills the *likability aspect* to increase attractiveness. As Wulandari (2020) said, the level of *likability*, *similarity* and *familiarity* influences the high interest in purchasing advertised products.

C. Purchase Intention

Purchase intention is consumer behavior that shows a desire to choose, use and buy a product (Kotler and Keller, in Bakti, 2020). Purchase interest can arise due to efforts made by marketers such as advertising, leaflets or social media (Septyadi, *et al*, 2022). A person's buying interest can be measured using indicators of exploratory interest, references, preferences and transactions.

Table 3. Respondents' responses to the purchase intention variable

ITEMS	STS (1)	T.S. (2)	S(3)	SS (4)	Total
Y1 Exploration	0	10	58	32	100
Y2 Reference	0	18	55	27	100
Y3 Preferences	2	22	50	26	100
Y4 Transactions	0	11	57	32	100

Source: Data processing results, 2024

Based on the table above, the majority of respondents gave agree and strongly agree answers to question item Y1 (seeking further information after seeing the Skintific) with answers of 57 agree and 32 strongly agree. This shows that Nicholas Saputra's advertising is able to increase respondents' exploratory interest and transaction interest. Where after seeing the advertisement, respondents had the desire to find out and buy Skintific products. As with Fasha, *et al* (2022) who state that brand ambassadors as spokespersons are responsible for conveying advertising messages with the aim of influencing consumers to make purchases.

On the other hand, question items Y2 (desire to invite other people to find out about Skintific) and Y3 (make Skintific products the main choice of beauty products) received disagreeing answers with a total of 18 respondents and 24 respondents respectively. If it is related to the characteristics of respondents based on gender, male respondents in this study had a low percentage, namely 19%. However, male respondents showed a positive response to reference interest and preference. As many as 17 out of 19% of respondents agree and strongly agree to this question item. This is also influenced by the attractiveness of brand ambassadors, where men have special needs regarding skin care and brand ambassador Nicholas Saputra is able to communicate the benefits of Skintific products effectively to male respondents. The same sex allows for similar interests and lifestyles as well as care needs. The existence of similar characteristics between brand ambassadors and consumers can increase the attractiveness of brand ambassadors and generate consumer interest in the product (Hadiwinoto, et al, 2021).

D. Normality Test

The normality test aims to determine whether the data is normally distributed and meets parametric statistical assumptions (Sinambela, 2020). The normality test in this study was carried out using the Kolmogorov Smirnov test with the condition that the Asymp. Sig > 0.05 means the data is declared to be normally distributed.

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,78672504
Most Extreme Differences	Absolute	,048
	Positive	,048
	Negative	-,041
Test Statistic		,048
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.

Fig. 1. Normality Test Results

Based on the table above, the significance of the normality test is 0.20. So it can be concluded that the data in this study is normally distributed because the sig value is 0.20 > 0.05 or greater than 0.05.

E. Linearity Test

The linearity test is carried out to find out whether the data has a linear relationship. Linearity testing is generally required as a prerequisite for simple or multiple regression analysis. The linearity test has the condition that the data can be said to be linear if the sig value is > 0.05.

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli * Daya Tarik Brand Ambassador	Between Groups	(Combined)	153,126	11	13,921	4,679	,000
		Linearity	98,914	1	98,914	33,244	,000
		Deviation from Linearity	54,213	10	5,421	1,822	,068
Within Groups			261,834	88	2,975		
Total			414,960	99			

Figure 2. Linearity Test Results

Based on the results of the linearity test above, it is known that the significance value obtained is 0.068. So based on the table above, the data is linear because the sig value is $0.068 > 0.05$ or greater than 0.05.

F. Simple Linear Regression Analysis

Simple regression analysis is an equation model to describe the relationship between variables X and Y (Yuliara, 2016). According to Sugiyono (2011) the formula for a simple linear regression equation is as follows:

$$Y = a + bX$$

Information:

Y = Dependent predicted variable

a = Constant

b = regression coefficient

X = independent variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,929	1,382		3,566	,001
	Daya Tarik Brand Ambassador	,384	,069	,488	5,538	,000

a. Dependent Variable: Minat Beli

Figure 3. Results of simple regression analysis

Based on data processing in the table above, the simple linear regression equation obtained in this research is

$$Y = 4.929 + 0.384X$$

From the equation above, it can be seen that the constant value (a) obtained is 4.929, indicating that if the attractiveness of brand ambassador The regression coefficient value (b) is 0.384, stating that the attractiveness of the brand ambassador has a positive effect on purchasing interest. In other words, if the attractiveness of the brand ambassador increases by one unit, purchasing interest will increase by 0.384.

G. Hypothesis Test T Test

The T test is used to determine the decision to reject or accept the research hypothesis. Decision making is done by comparing the calculated t and t table values. If $t_{count} < t_{table}$ then H_0 is accepted and H_1 is rejected, meaning there is no significant influence of variable X on variable Y. Meanwhile, if $t_{count} > t_{table}$ then H_0 is rejected and H_1 is accepted, meaning there is a significant influence of variable X on variable Y.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,929	1,382		3,566	,001
	Daya Tarik Brand Ambassador	,384	,069	,488	5,538	,000

a. Dependent Variable: Minat Beli

Fig. 2. T test results

The t table was determined with a probability level of 0.025 and a degree of freedom (Df) = 98, so the t table value was 1.984. Based on the t test results in Figure 3, the calculated t obtained is 5.538. So the results of the t test in this study are t count 5.538 > t table 1.984, so that H0 is rejected and H1 is accepted. This means that the attractiveness variable for brand ambassador Nicholas Saputra (X) has an influence on purchasing interest (Y) among @skintificid Instagram followers .

H. Coefficient of Determination

The coefficient of determination is used to find out how much ability.

Measures of Association				
	R	R Squared	Eta	Eta Squared
Minat Beli * Daya Tarik Brand Ambassador	,488	,238	,607	,369

Figure 4 . Coefficient of Determination Results

Based on the test results above, it can be seen that the R2 or R Squared value is 0.238 or 23.8%. This means that the brand ambassador attractiveness variable has an influence of 23.8% on purchasing interest. Meanwhile, 76.2% was influenced by other factors outside this research.

The findings in this research are that there is an influence between the attractiveness of brand ambassador Nicholas Saputra on purchasing interest among @skintificid Instagram followers. These findings are in line with the basic assumptions of the Source of Attractiveness theory put forward by Mcguire (1985) which states that attractiveness can positively influence a person's purchasing behavior. Communicators who have attractiveness (familiarity, similarity, likability) will be easier to like and more persuasive in influencing audiences. In the context of this research, Nicholas Saputra as a brand ambassador has fulfilled the attractiveness aspect so that it can influence buying interest in Skintific products.

The results of this research are consistent with research conducted by Hadiwinoto (2021) which states that the attractiveness of brand ambassadors influences interest in transactions at Lazada and the findings of Gusti (2022) which show that there is an influence of the attractiveness of brand ambassadors on purchasing interest on the Tokopedia shopping site.

IV. Conclusion

Based on the research results, it can be concluded that the attractiveness variable of brand ambassador Nicholas Saputra (X) has a significant influence on the interest in purchasing Skintific products (Y) among Instagram followers @skintificid by 23.8%. This means that the higher the attractiveness of the brand ambassador, the greater the buying interest. This shows the importance of brand ambassadors in influencing consumer perceptions and purchasing interest. In line with the basic assumption in the Source of Attractiveness theory by Mcguire (1985) that attractiveness can positively influence a person's purchasing behavior. Brand ambassadors who have attractiveness (familiarity, similarity, likability) will be easier to like and more persuasive in influencing

audiences. The characteristics of the respondents in this study show that gender and age also influence assessing the attractiveness of brand ambassadors. It is hoped that business owners can develop a strategy for selecting brand ambassadors that suits the characteristics of potential consumers, taking into account aspects of familiarity, likability and similarity. So that the promotional strategy created can influence purchasing decisions better. For further research, it is hoped that we can develop research on similar topics to find out other factors that can influence buying interest.

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